

# INFORMATION LETTER

## NATIONAL CANNERS ASSOCIATION

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Publication

For Members  
Only

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### N.C.A. Committees Named to Oversee Consumer Relations Program

N.C.A. President E. E. Willkie has named members of a 19-man Committee on Consumer and Trade Relations who will oversee the new Association program in 1954 of promoting increased use and acceptance of canned foods. Those invited to serve on the Committee include many of the members of the Special Committee that worked during 1953 under Chairmanship of William A. Free, Sr., in studying and pointing up this activity. It was their recommendation for a \$150,000 program and employment of the professional organization of Dudley, Anderson & Yutzy, that was voted unanimously by the Board of Directors at the recent Convention.

To work closely with DAY (Dudley, Anderson & Yutzy) and the N.C.A. staff on implementation of the program, Chairman Free has also named a small technical subcommittee of this group. Members of these Committees are the following:

#### Consumer and Trade Relations Committee

Wm. A. Free, Sr., Hungerford Packing Co., Inc., Hungerford, Pa., *Chairman*

K. F. Boucher, Hawaiian Pineapple Co., Ltd., San Francisco, Calif.

Edward Dunlap, Plymouth Canning Co., Inc., Plymouth, Ind.

Dan Gerber, Gerber Products Co., Fremont, Mich.

Fred C. Heinz, H. J. Heinz Company, Pittsburgh, Pa.

H. A. Hebbard, Stokely-Van Camp, Inc., Indianapolis, Ind.

E. A. Hildreth, National Fruit Product Co., Inc., Winchester, Va.

W. D. Hooper, Hunt Foods, Inc., Fullerton, Calif.

K. M. Ingison, Fruit Belt Preserving Co., East Williamson, N. Y.

Glenn Knaub, The P. J. Ritter Co., Bridgeton, N. J.

Roy G. Lucka, California Packing Corp., San Francisco, Calif.

Norman Merrill, Blue Lake Packers, Inc., Salem, Ore.

Jack Mullowney, Green Giant Company, Le Sueur, Minn.

Fred Moss, Idaho Canning Co., Payette, Idaho

Louis Ratzesberger, Jr., Illinois Canning Co., Hoopston, Ill.

Henry M. Stevens, Campbell Soup Company, Camden, N. J.

A. O. Verbeke, Libby, McNeill & Libby, Chicago, Ill.

Joseph B. Weix, Oconomowoc Canning Co., Oconomowoc, Wis.

E. E. Willkie, Pacific American Fisheries, Inc., Bellingham, Wash., *Ex-Officio*

#### Technical Subcommittees

K. F. Boucher, *Chairman*; and Wilmot P. Rogers, Henry M. Stevens, Joseph B. Weix, and Wm. A. Free, Sr., *Ex-Officio*.

The subcommittee met at the DAY office in New York, February 2, along

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### Food Industries Conference

A task force from the food industries soon will begin a study to define the area in which the U. S. Department of Commerce can best serve the food industry.

On the completion of its studies the task force will recommend such changes as may be considered necessary to render improved service to the industry by the Department of Commerce and the Department of Agriculture.

The action was taken February 1 by 31 top executives of the food industries and its trade associations at a Food Industries Conference called by the Business and Defense Services

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### N.C.A. Endorses Legislation on Food Standards and Pesticides

The N.C.A. this week advised Congress of its support of legislation dealing with food standards and pesticide residues.

Carrying out a resolution adopted at the Convention, the Association wrote Senator William A. Purtell (Conn.), chairman of a Health Subcommittee of the Senate, of the industry's support of H. R. 6434, the bill passed by the House last July to provide for a simplified manner of arriving at or amending food standards of a noncontroversial character but at the same time retaining all of the statutory safeguards of the public hearing procedure.

The text of the canning industry resolution also was forwarded to Senator Purtell. The text of the resolution was published in the Convention Issue of the INFORMATION LETTER, dated January 30, on page 36.

Letters also were sent to Chairman Charles A. Wolverton (N. J.) of the

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### Randall Commission Reports on Foreign Economic Policy

The Commission on Foreign Economic Policy, of which Clarence Randall is chairman, has submitted to the President and Congress a report recommending steps that the United States can take toward solving the world's dollar problem.

The report recommends numerous actions that the President may take through the executive departments and proposes changes in existing law that may be acted on by Congress—all with a view to stimulating trade.

The report represents the majority view of the 17-man Commission. The study was authorized by Congress last summer at the request of the President (see INFORMATION LETTER of September 19, 1953, page 285).

The report on behalf of the majority of the Commission was accompanied by numerous separate statements of concurrence or dissent. Senator Millikin (Colo.), chairman of the Senate

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## STANDARDS

### N.C.A. Analysis of Proposed U. S. Standards for Canned Peas

The U. S. standards for grades of canned peas proposed to be issued by the Agricultural Marketing Service, USDA, are different in many respects from existing standards. At the request of pea canners, N.C.A. has prepared a detailed analysis of the proposal, calling attention to the changes that are proposed.

Notice of the proposed amendment to the standards for grades was published in the *Federal Register* of January 1. Interested persons may submit written data, views, or arguments for consideration in connection with the proposed revised standards with the Chief, Processed Products Standardization and Inspection Division, Fruit and Vegetable Division, Agricultural Marketing Service, USDA, not later than March 1. Such material may be submitted directly to USDA or through state associations.

Following is the N.C.A. analysis of the proposed standards, with each section of the proposed standard discussed in order:

#### IDENTITY AND TYPE

These would be changed to conform to the wording in the definition for canned peas under the Federal Food, Drug, and Cosmetic Act.

#### GRADES OF CANNED PEAS

##### U. S. GRADE A

This would require "good flavor," "good liquor," "good color," "practically free from defects," "very young and tender." A special paragraph provides that they may possess a reasonably good liquor and reasonably good color, scoring not less than 17 points, if the total score is not less than 90 points.

##### U. S. GRADE B

This would require "good flavor," reasonably "good liquor," reasonably "good color," reasonably free from defects, "young and reasonably tender," and a total score of not less than 80 points. This total score differs from the present requirement of 75 points.

##### U. S. GRADE C

This would require fairly good flavor, fairly good liquor, fairly good color, fairly free from defects, nearly mature, and fairly tender and a total score of not less than 70 points. This compares with the minimum score of 60 points in the existing standard.

#### STANDARD OF FILL OF CONTAINER

This would not be changed and would continue to be identical with

the standard under the Food, Drug and Cosmetic Act.

#### SIZES OF PEAS

The diameters of the holes in the screens for the designated sieve sizes would not be changed. However, the definitions are now to be based on the sizes of peas *after* canning; previous definitions have been on the sizes *before* canning.

If canned peas are to be designated as a single size, at least 50 percent or more of the peas by count must pass through the screens designated for that size, and not more than 3 percent of the peas by count may be two sizes larger and two sizes smaller than this size. For example, if the peas are designated Size 4, at least 70 percent by count of the peas must pass through holes  $1\frac{1}{2}$  inch in diameter and be retained on a screen having holes  $1\frac{1}{2}$  of an inch in diameter; not more than 3 percent of the peas may be as small as the Size 2 and as large as the Size 6. The remainder may be Size 3 or Size 5 or both. In making the test, the peas are spread in a thin layer on the appropriate screen and are shaken gently in a horizontal motion without jarring or exerting downward pressure. Peas which stick in the holes may be rotated from beneath the screen to see whether they will pass through the hole.

A "mixture" or "blend" of two sizes must have at least 75 percent by count or more of the peas in the two predominant sizes. Not more than 10 percent by count may be larger than the largest of the two predominant sizes, and not more than 15 percent by count may be smaller than the smallest of the two predominating sizes. For example, if the canned peas were designated as a blend of Size 3 and Size 4, the peas in the can must contain at least 75 percent by count of Size 3 and Size 4 sieve peas, and not more than 10 percent may be Size 5 and not more than 15 percent Size 2.

If the canned peas are designated as a "mixture" or "blend" of three or more sizes, the new definition provides that "no more than 5 percent by count of all the peas may be larger than the second largest size, and no more than 15 percent by count of all the peas may be smaller than the second smallest size". This is not correctly stated and the requirements will be changed to read as follows:

"Canned peas are considered a 'mixture' or 'blend' of three or more sizes if the three or more sizes comprise 80 percent or more, by count, of all the peas in the mixture or blend; provided, that there shall be present at

least 5 percent, by count, of all the peas of the largest size of the three or more sizes and at least 15 percent, by count, of all the peas of the smallest size of the three or more sizes."

#### ASCERTAINING THE GRADE

The factors of "similar varietal characteristics" and of "flavor" would not be scored, but would be over-all requirements of the grade. The score points for liquor and for defects remain the same. The maximum score for color is increased from 15 to 20, and the points for maturity are decreased from 45 to 40. This means that color is relatively more important and maturity relatively less important.

#### LIQUOR, GRADE A CLASSIFICATION

The present requirement that the liquor must be "practically clear" would be changed to read that the liquor may possess a slight cloudiness or slight tint of green, but must not have more than a slight quantity of suspended material or sediment, and that the liquor shall not be viscous.

#### LIQUOR, GRADE B CLASSIFICATION

The present requirement of "reasonably clear" would be changed to read that the liquor may be cloudy but not off-color, with not more than a moderate quantity of suspended material or sediment, and that the liquor may not be more than slightly viscous.

#### LIQUOR, GRADE C CLASSIFICATION

The present requirement "very cloudy or an accumulation of sediment is noticeable" would be changed to "very cloudy, may possess a pronounced accumulation of sediment, may be dull but not off-color, may be viscous, but not so viscous that the liquor will not separate from the peas".

#### COLOR, GRADE A CLASSIFICATION

The present requirement "typical color of the variety, and practically uniform in color" would be changed to "color typical of very young and tender peas of similar varietal characteristics, bright, and the appearance of the color is not more than slightly affected by variations in color".

#### COLOR, GRADE B CLASSIFICATION

The present requirement "reasonably uniform typical color" would be changed to "color typical of young and reasonably tender peas of similar varietal characteristics, reasonably bright, appearance of the product not materially affected by variations in color."

**PARTIAL LIMITING RULE**—Peas scoring 16 points in this classification shall not be graded above U. S. Grade B, regardless of the total score.

#### GRADE C CLASSIFICATION

The present requirement "variable in color but which possess a color typical of the type or variety" would be changed to "color typical of nearly mature, fairly tender peas of similar

varietal characteristics. The appearance of the product is not seriously affected by variations in color and the peas are not off-color."

**LIMITING RULE**—Peas falling in Grade C for color may not be graded above Grade C regardless of the total score.

#### DEFECTS

Definitions are given for the terms "harmless," "extraneous vegetable material," "unbroken peas," "pieces of pea," "minor discoloration," and "spotted or otherwise discolored." "Blond" or "cream colored" peas are not considered defects but are scored under the factor of color.

#### DEFECTS, GRADE A CLASSIFICATION

Present requirements are "no extraneous material, not more than 5 percent by count of broken peas in Sizes 1 and 2, nor more than 2 percent in larger sizes or combinations of sizes, and not more than one-half percent by count of spotted or otherwise discolored peas." The proposed requirement is "in each 60 ounces of net contents, not more than one piece or pieces of harmless, extraneous vegetable material having an aggregate area of 3/16 square inch, and not more than 6 percent by count of pieces of peas in Sizes 1 and 2, and not more than 4 percent by count in larger sizes or combinations of larger sizes, and not more than 1/2 of 1 percent by count of spotted or otherwise discolored peas, provided that any or all of the defects do not more than slightly affect the appearance or eating quality of the product."

#### DEFECTS, GRADE B CLASSIFICATION

Present requirements, "1/4 of 1 percent of the drained weight may be harmless, extraneous vegetable material, not more than 5 percent by count of broken peas and more than 2 percent by count of spotted or otherwise discolored peas." The proposed requirement is "not more than 1/4 of 1 percent of the drained weight may be harmless extraneous, vegetable material; not more than 8 percent by count of the peas may be pieces of peas, and not more than 2 percent by count may be spotted or otherwise discolored, provided that such defects individually or collectively shall not more than materially affect the appearance or eating quality of the product."

**LIMITING RULE**—Peas which are graded B for defects may not be graded above Grade B regardless of total score.

#### DEFECTS, GRADE C CLASSIFICATION

The limits for defects would remain those established under the Food, Drug, and Cosmetic Act, except that the following phrase has been added: "harmless extraneous vegetable material pieces of peas, light discoloration, spotted or otherwise discolored peas and other defects individually or collectively do not seriously affect the appearance or eating quality of the product."

**LIMITING RULE**—Peas which are graded C for defects may not be graded above C regardless of the total score.

#### MATURITY AND TENDERNESS, GRADE A

The brine solution test would be changed by omitting the second salt solution in each group. The proposed standard uses only two solutions for each group. The percent of sinkers allowed would remain the same as in the old standard, except that for all sizes of early peas, 3 percent sinkers instead of 1 percent would be permitted in the 13 1/2 percent salt solution. In the size classification for the sweet varieties, blends containing 50 percent Size 5 would be used as the dividing point.

#### MATURITY AND TENDERNESS, GRADE B

Both the brine strengths and the percent of sinkers permitted would be changed. For the large size sweet variety peas, the present requirements of 20 percent sinkers in 13 1/2 percent solution, and 1 percent in 15 percent solution would be changed to 20 percent in 13 percent solution, and 3 percent in 15 percent solution. For the smaller, sweet variety peas the present requirement of 20 percent sinkers in 12 1/2 percent solution, and 1 percent in 15 percent solution are changed to 20 percent sinkers in 12 percent brine, and 3 percent sinkers in 15 percent brine. For all sizes of early peas the present requirement of 1 percent sinkers in 16 percent brine would be changed to 3 percent sinkers in 16 percent brine. In addition to the brine flotation test for this Grade B classification, a separate provision is proposed as follows: "With respect to sweet type peas, if the eating quality indicates that the peas are nearly mature, the AIS test shall be run and shall not exceed 16 percent."

**LIMITING RULE**—Peas graded B for maturity shall not be graded above B regardless of total score.

#### MATURITY AND TENDERNESS, GRADE C

The proposal corresponds to the test in the FDA standard of quality of canned peas. In addition to the regular test, a guide for scoring canned peas in this classification is proposed on the basis of brine flotation tests as follows: For all sizes of sweet variety peas, not more than 10 percent shall sink in 15 percent brine, and for all sizes of early peas, not more than 10 percent shall sink in 16 percent brine.

#### TOLERANCES FOR CERTIFICATION OF OFFICIALLY DRAWN SAMPLES

The proposed requirement includes a provision that all containers comprising a sample must meet all applicable standards of quality under the Federal Food, Drug, and Cosmetic Act, and an additional requirement in the proposed regulation requires that none of the containers shall fall more than one grade below the grade indicated by the average of the total scores.

## Grades for Canned Grapefruit

The Agricultural Marketing Service, USDA, has amended U. S. standards for grades of canned grapefruit to provide for a minimum drained weight for Grade A of not less than 58 percent of the capacity of the container. The amendment was effective on the date of its publication in the *Federal Register*, January 19.

## Asparagus for Processing

Notice is given in the *Federal Register* of January 20 that the Agricultural Marketing Service, USDA, proposes to revise U. S. standards for green asparagus for canning and freezing.

The proposed changes are intended to make the standards conform to industry practice.

Interested persons may submit written data, views, or arguments on the proposed standards for 30 days following the date of publication of the notice.

## RESEARCH

### Superconcentrated Apple Juice

Consumers like apple juice made from a full-flavor "superconcentrate" better than bottled juice made in the conventional way from the same lot of apples, according to the U. S. Department of Agriculture.

The concentrated juice product is called full-flavor superconcentrate because it has all the delicate aroma of the starting juice and because it is diluted with 6 parts of cold water to make the drinking juice. Conventional frozen juice concentrates are diluted with 3 parts of water.

The two juices used in the test were prepared from a mixture of Jonathan, McIntosh, Stayman-Winesap and Northern Spy apples. After the juice was pressed out, part of it was run through equipment developed by USDA scientists to recover the flavorful aroma. The deflavored juice was treated to remove pectin, then concentrated by evaporating water. The aroma, called essence, was next restored to the concentrate to give it full flavor. The other part of the starting juice was frozen for convenience in scheduling the work. It was subsequently thawed, pasteurized, and bottled, using procedures which closely paralleled good commercial practice.

## RMA Fruit and Nut Research

Control of virus diseases highlighted discussions of the Deciduous Fruit and Tree Nut Research Advisory Committee which concluded a four-day meeting in Washington on January 21.

In production research, principal recommendations of the committee were (1) expand research on antibiotics for the control of fruit diseases; (2) expand research on virus diseases of fruits, including the establishment of national repositories of virus-free nursery stocks (one on the West Coast, one in the East), and establishment of regional laboratories for the study of virus diseases; and (3) expand research on the relation of insects of viruses of tree, bush, and small fruits.

In utilization research, top recommendations were (1) expand research to determine the constituents of fruits and tree nuts in order to facilitate appraisal of the flavor, color, and texture of both raw and processed products; (2) speed up research on the enzymatic changes (browning, etc.) in fruits and tree nuts between harvest and processing, and during frozen storage of unblanched products; and (3) initiate research to determine important nutrients contained in deciduous fruits and tree nuts, and the effect of common methods of household processing on these nutrients.

In marketing research, principal recommendations were (1) expand studies to develop feasible methods for reporting on a current basis the rate of apple movement into consumption; (2) expand research that will lead to low-cost methods for control of storage insects of dried fruits and tree nuts.

In marketing service and educational work, top recommendations were (1) expand the work under contract of training wholesalers and retailers in merchandising fresh fruits and vegetables; (2) expand the extension program in consumer education; and (3) expand the survey of West European fruit production with the major emphasis on the longer competitive aspects.

Committee members reelected Elon J. Gilbert, Richey & Gilbert Company, Yakima, Wash., chairman, and elected a canner, Walter A. Reich, of A. Reich & Sons, Inc., Kansas City, Mo., vice chairman of the committee. Other members attending the meeting were J. Willis Beidler, The C. H. Musselman Company, Biglerville, Pa., and A. J. Rogers, Cherry Growers, Inc., Traverse City, Mich.

## STATISTICS

### Poultry Canned in 1953

The quantity of poultry canned or used in canning during the year 1953 totaled 185,328,000 pounds, the second largest for any year of record, according to a report by the Agricultural Marketing Service, USDA.

The 1953 total compares with a 1952 total of 198,790,000 pounds, which was a record high.

### Poultry Canned in U. S.<sup>a</sup>

Month	(Dressed Weight)		(in thousands of pounds)
	1952	1953 <sup>b</sup>	
January	13,425	17,260	
February	12,562	16,043	
March	17,263	18,004	
April	14,943	12,952	
May	11,727	14,723	
June	17,160	17,026	
July	15,354	13,847	
August	16,229	14,773	
September	15,570	11,546	
October	21,816	15,677	
November	19,893	16,187	
December	17,839	17,301	
U. S. Total	193,790	185,328	

<sup>a</sup> Includes cooked poultry packaged and sold other than in cans. <sup>b</sup> Preliminary.

### Stocks of Bulk Sauerkraut

The following report on bulk sauerkraut in canners' hands, which was compiled by the N.C.A. Division of Statistics, represents kraut cut from the 1953 crop of cabbage and consists of the bulk kraut on hand in vats and in cases of canned kraut converted to barrels, 10 cases to the barrel regardless of size.

Region	Dec. 1,		(40-gallon barrels)
	1952	1953	
Northeast	191,976	203,530	
Midwest	143,866	226,262	
South	7,316	8,410	
West	27,627	17,126	
U. S. Total	371,085	455,328	

### Pack of Canned Meat

The quantity of meat canned and meat products processed under federal inspection during the month of December has been reported by the Bureau of Animal Industry, USDA. However, this report represents only the supply of meat products canned during that period and remaining for civilian consumption. Total production, including quantities for defense, was 159,066 thousand pounds.

### Canned Meat and Meat Products Processed under Federal Inspection December, 1953

	3 Lbs. & over	Under 3 Lbs.	Total
(in thousands of pounds)			
Luncheon meat	14,705	7,063	21,768
Canned hams	10,190	402	10,592
Corned beef hash	162	5,663	5,814
Chili con carne	630	7,186	7,825
Vienna sausages	91	2,388	2,477
Frankfurters and wieners in brine	5	976	981
Deviled ham		423	423
Other potted and deviled meat products	5	1,007	2,002
Tamales	122	2,880	3,011
Sliced, dried beef	39	415	453
Liver products		111	111
Meat stew	59	5,054	5,113
Spaghetti meat products	228	4,844	5,072
Tongue (not pickled)	54	228	282
Vinegar pickled products	965	1,227	2,191
Bulk sausages		541	541
Hamburger	71	18,000	18,076
Soups	1,419	44,806	46,225
Sausage in oil	148	117	264
Tripe	1	353	354
Brains		201	201
Bacon	72	271	343
All other products less than 20% meat (or more meat)	208	8,824	8,932
All other products less than 20% meat (except soup)	182	9,861	10,043
Total all products	35,304	121,451	156,758

Columns do not add to totals shown in all cases since rounded figures are used. Amounts packed for defense agencies are not included in these items. Total production, including quantities for defense agencies, was 159,066 thousand pounds.

### Stocks of Canned Foods on Jan. 1 and Season Shipments

Reports on canners' stocks and shipments of canned apples, applesauce, RSP cherries, green and wax beans, corn and peas have been issued by

Item	Carry-over month	Total Supply		Stocks, Jan. 1		Season Shipments to Jan. 1	
		1952	1953	1952	1953	1952	1953
Apples (6/10)	Aug.	3,744	2,998	1,657	1,323	2,087	1,876
Applesauce	Aug.	9,621	10,355	4,803	4,877	4,818	5,378
Cherries, RSP	July	4,105	3,982	1,254	1,547	3,851	2,415
Beans, green and wax	July	19,063	24,229	7,401	9,525	12,261	14,703
Corn	Aug.	38,640	38,562	20,290	23,702	18,340	14,860
Peas	June	34,186	34,788	14,858	17,051	19,338	17,735

the N.C.A. Division of Statistics, and detailed reports, covering January 1 stocks, have been mailed to canners packing those items.

## Canned Baby Food Stocks

Details of the canned baby food supply, stock and shipment situation are reported by the N.C.A. Division of Statistics as follows:

	1952 (Thousands of dozens)	1953
Canner stocks, Jan. 1.....	87,523	55,300
Pack, Jan.-Dec.....	183,960	156,479
Supply.....	191,511	211,779
Canner stocks, Jan. 1.....	55,300	+65,305
Canner shipments during Dec.....	9,617	10,784
Canner shipments, Jan.-Dec..	190,311	146,474

\* Stocks on January 1, 1954.

## Fruit Spread Production

Production of fruit spreads during 1952 was sufficient to make available to each American consumer 4.2 pounds of preserves, jams, jellies, marmalades and fruit butters, according to the Business and Defense Services Administration, U. S. Department of Commerce.

Despite decreased demand by the nation's armed forces, commercial production in the United States amounted to 648,200,000 pounds in 1952 as compared with 624,600,000 pounds a year earlier. The 1952 figure was nearly as high as the record peacetime production of 1947, a year when distributors' stocks, depleted by war and immediate postwar shortages, absorbed a high proportion of industry output.

Approximately 48 percent of fruit spreads produced in 1952 were preserves and jams; 36 percent, jellies; 12 percent, fruit butters; and 4 percent, marmalades. Strawberry jam still led in popularity, accounting for nearly a third of all preserves and jams produced, while grape jelly was the most popular in the jelly field.

Ninety percent of all fruit spread products were packed in glass containers in 1952, compared with 85 percent a year earlier. Within the glass pack, 54 percent of production went into containers holding less than one pound, 16 percent was packed in one-pound jars, and 30 percent in jars of more than one-pound capacity. The proportion in less than one-pound sizes remained in predominance. Volume in glass jars holding over one pound (up by 70 percent since 1949) continued to increase, reflecting the country's postwar movement to suburban living with its pattern of larger unit supermarket grocery purchases.

This data, contained in *Fruit Spread Production—1952*, is made available as part of the annual check on progress and change in the fruit spread industry, sponsored and paid for by the National Preservers Association.

## 1954 USDA Vegetable Goals

The U. S. Department of Agriculture on January 29 announced its 1954 acreage and marketing guides for summer and fall vegetables for fresh use, summer melons, vegetables for processing, sweet potatoes, and late commercial potatoes.

The guides suggest an acreage of summer vegetables for fresh market about equal to that in 1953, a decrease of 2 percent for fall vegetables, a decrease of 11 percent for summer melon crops, and a decrease of 5 percent for vegetables for commercial processing. The guide for sweet potatoes is an acreage for harvest equal to that in 1953. The planted acreage guide for late-crop potatoes is 8 percent less than in 1953.

The guides for vegetables for processing are on a planted acreage basis, in contrast to other vegetable guides. For 9 vegetables for commercial processing, the guides total 1,688,541 acres to be planted, compared with 1,773,380 acres planted in 1953.

Vegetables for commercial processing	Change from 1953 planted acreage (percent)
Beans, lima.....	-5
Beans, snap, Ore. and Wash.....	-5
Beans, snap, all other states.....	-15
Beets.....	...
Cabbage for kraut.....	-5
Corn, sweet.....	-5
Cucumbers for pickles.....	-5
Peas, green.....	-5
Spinach.....	...
Tomatoes.....	...

## DEATH

### Harvey H. Leininger

Harvey H. Leininger, 51, president of a brokerage firm and of two Wisconsin canning companies, died in Milwaukee January 14.

Mr. Leininger started in the brokerage business in 1920 and organized his own firm in 1927. He acquired an interest in the Knowlton Canning Company in 1931; was one of the incorporators of Sunrich Canners which operated between 1932 and 1945; headed the River View Canning Company from 1937 to 1939; and organizer of the Green Valley-Sunrich, Inc., in 1941.

At the time of his death, he was president of the Knowlton and Green Valley-Sunrich companies.

## PROCUREMENT

### Cranberry Sauce for USDA

Notice is given in the *Federal Register* of January 30 that the Agricultural Marketing Service, USDA, will purchase canned cranberry sauce during the period January 25-February 27 in instances where surpluses have created serious marketing problems.

Information on the purchase program (Ump 181a) may be obtained from the Fruit and Vegetable Division of the AMS.

Purchases will be made with section 32 funds "in order to encourage the consumption of cranberries by diverting them from the normal channels of trade and commerce."

## CONTAINERS

### Frozen Food Containers

A proposed Simplified Practice Recommendation for Retail Container Sizes (Net Weight) for Frozen Fruits and Vegetables has been submitted to frozen food packers, wholesale and retail organizations, and others interested in these products for comment or acceptance, it is announced by the Commodity Standards Division, Office of Technical Services, U. S. Department of Commerce.

The proposed recommendation is based on a survey of industry practice. The proposal for simplification is limited to the net weight of a selected list of 19 fruits and vegetables. The recommendation does not include the shape or dimensions of containers or specifications for the material of which they are made.

### New Association Members

The following firms have been admitted into membership in the N.C.A. since October 24, 1953:

ALASKA ANGELS FISHERIES, Dillingham, Alaska. Product—Salmon. Officer—Fred Frakes, partner.

HURLBURT Bros. Co., INC., Napanee St., Wilson, N. Y. Products—Cherries, freestone peaches, pear, purple plums. Officer—Russell Hurlburt, president.

LONGVIEW FARMS, INC., Mill St., Middleport, N. Y. Products—Beans, strawberries, tomatoes, tomato juice. Officer—Louis A. Catalano, secretary.

MOODY DUNBAR Co., P.O. Box 128, Limestone, Tenn. Product—Pimientos and sweet peppers. Officer—Moody Dunbar, owner.

## Northwest Packers & Growers

Northwest Packers and Growers, Inc., elected the following officers recently at the association's annual meeting:

President—Chester Roche, Western Oregon Packing Corp., Corvallis, Ore.; vice president—E. O. Olesen, Stokely-Van Camp, Inc., Kent, Wash.; secretary-treasurer—William E. Yeomans, Portland, Ore. (reelected).

## Frozen Food Packers

The National Association of Frozen Food Packers elected the following officers at the association's annual convention:

President—John L. Baxter, H. C. Baxter & Bro., Brunswick, Me.; first vice president—George L. Mentley, Birds Eye Div., General Foods Corp., New York City; second vice president—F. G. Lamb, Lamb-Weston, Inc., Weston, Ore.; secretary-treasurer—L. W. Martin, Washington, D. C. (reelected).

## TRAFFIC

### Transcontinental Rail Rates

The Interstate Commerce Commission on February 2 authorized railroads to reduce rates on transcontinental shipments of canned foods. Effective February 4, the reduction amounts to 10 cents per hundred pounds on shipments from the West Coast to the East Coast and from the East Coast to the West Coast.

## FOREIGN TRADE

### Rubel Heads Export Program

Donald H. Rubel has been appointed Director of the Fruit and Vegetable Division of the Foreign Agricultural Service, USDA. The Division has special responsibility for matters related to foreign trade in citrus, deciduous fruits, dried fruits, nuts, and fresh, processed, and dried vegetables.

Mr. Rubel will give leadership to the USDA program for regaining and developing export markets for perennial fruits and fruit products (see INFORMATION LETTER of November 21, 1953, page 328).

## Foreign Economic Policy

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Finance Committee, wrote his own views of the entire study, and a separate minority report was submitted jointly by Representative Reed (N. Y.), chairman of the House Ways and Means Committee, and Representative Simpson (Pa.).

Representatives Reed and Simpson disagreed with the basic concept of the majority—that the dollar gap is the greatest obstacle to trade. They contend that if United States markets were opened to foreign imports in order to assure more dollars to European nations, the result would be a perpetuation of the problems that have caused the dollar gap. They assert, instead, that free currency convertibility is the greatest single stimulant to trade.

The majority of the Commission and the Congressional dissenters disagree not only on such principles but also on programs intended to increase trade. The report suggests ways of encouraging investment abroad but otherwise offers no ideas for bringing about immediate increases in exports.

The majority view of the Commission condemns "inflexible" price support systems and describes them as "price-fixing" systems. Representative Cooper (Tenn.) said in a separate statement, however, that "we should not arbitrarily subordinate the role of our domestic agricultural programs to our foreign economic policy."

The majority view also criticizes international commodity agreements or plans involving buffer stocks of raw materials. However, John Hay Whitney of the New York City investment firm and David J. McDonald of the CIO wrote separate statements approving of international commodity agreements that provide flexibility in pricing and supply.

The Commission said that tariffs and trade policy appeared to be the subject of greatest interest among those who wrote to the group. In that field, the Commission recommended relaxation of the Buy American Act, a study of the entire tariff schedule, extension of the Trade Agreements Act for not less than three years, and retention of the escape clause and peril point.

The Commission concluded its chapter on tariffs and trade policy with the following:

"One of the essential strengths of our entire economy is the vitality and diversification of our industry. While

no clear-cut lines of demarcation can be drawn without overlapping, the submissions made to the Commission indicate that our industry falls into three broad classes.

"The first class is that type of industry, generally referred to, with more or less inaccuracy, as the mass production industries in which for various reasons, methods or processes, size of markets, machinery, or other causes, unit labor costs are generally low here as compared with other countries and little or no problem exists with respect to imports.

"The second class is one in which machinery and production facilities, generally speaking, are identical or at least similar here and abroad. In some of these the same number of man-hours goes into a unit of goods here and abroad; in others the use of labor is less efficient abroad than here and there may be other offsetting cost factors. Whether or not imports may be seriously damaging is dependent on factors which vary industry by industry, but in at least some of these the labor factor is the controlling element.

"The third class is the so-called handicraft type where machinery is a minor element. Here quite obviously, with labor the major cost, imports can be not merely serious but destructive to the domestic industry without a tariff.

"Yet all three classes or types of industry are a necessary part of our total economy, and in all of their variations they must pay wages generally in harmony with the general level of wages throughout the country. We would not have it otherwise; and we do not wish it to happen that the wage level in the third class and in some of the second class should be determined or seriously affected by the wage levels abroad in competitive industries.

"What we have said does not single out an industry or industries for specific recommendation, but should make clear that a policy of gradualness and close consideration of the effects of action already taken is in the national interest at this time.

"It should further be quite clear that we do not believe that unilateral action by the United States will solve the world's trade problems. Beyond that, however, we do not intend by this portion of our report to indicate that we believe the foregoing actions should be taken regardless of actions by other countries. On the contrary, it is our belief that actions by the United States such as we have outlined should so far as possible be taken contemporaneously with and related to action abroad toward conditions that will permit trade to move and to be balanced multilaterally as in the past. During the three-year period above specified we should give consideration as to how far other countries have gone with corrective actions which they alone can take."

## SBA Publications

The Small Business Administration, which has headquarters in the Lafayette Building, Washington 25, D. C., has issued the following publications as management aids for small business:

"Pitfalls in Estimating Your Manufacturing Costs"—presenting a sample procedure for building up in advance an accurate set of cost figures, and explaining how a manufacturer should make a methodical analysis of material requirements.

"Cutting Office Costs in Small Plants"—describing scientific methods for office management, including basic principles of office layout, and suggesting a system of forms control (available from the Government Printing Office for 25 cents a copy).

## INSPECTION

### USDA Inspection Fees

Notice is given in the *Federal Register* of January 27 that the Agricultural Marketing Service, USDA, proposes to increase inspection fees and to revise sampling rates for processed fruits, vegetables, and related products.

USDA proposes to raise the minimum fee for the inspection of most items from \$6 to \$8 for specified minimum quantities and to increase slightly the fee for additional quantities above this minimum. No change is proposed in the current fees for additional small lots inspected at one time or for additional amounts on larger lots of canned and frozen fruits and vegetables. It is proposed that the fee for sampling and inspection performed on an hourly basis be increased from \$3.60 to \$4 per hour.

These increases are for the purpose of bringing the revenue from fees more nearly in line with the costs of performing the service and are part of an over-all plan for placing the processed fruit and vegetable inspection service on a self-supporting basis, according to USDA. In conjunction with the proposed changes in these fees, comparable increases are being initiated in the charges for inspectors who are stationed at processing plants under continuous inspection and pack grading contracts.

Revised minimum sampling rates are proposed for most products. In

general, these rates provide for a slight increase in the sampling rate for the smaller lots. Other minor changes in the regulations governing the inspection of processed food products are proposed.

Interested persons have until February 27, 1954, to submit views on the proposed revision in fees to the Chief, Processed Products Standardization and Inspection Branch, Fruit and Vegetable Division, Agricultural Marketing Service, U. S. Department of Agriculture, Washington 25, D. C.

### Food Industries Conference

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Administration, U. S. Department of Commerce.

The need for a line of demarcation between the duties of the Departments of Commerce and Agriculture in this complex industry was pointed out by True D. Morse, Under Secretary of Agriculture, who addressed the group.

"It's not only important to business, it's important to the defense program that the two departments don't overlap in this vital industry," said Mr. Morse. "Up until recently there has been too much independence between government departments and agencies, but we are working as a team now and the cooperation gets better as we go along."

Secretary of Commerce Sinclair Weeks told the conference he welcomed its suggestions on how the Commerce Department could best serve the food industry.

He assured the food industry representatives that when businessmen come to Washington they will find a sympathetic audience, not only at the Commerce Department, but at other departments and agencies before which their problems are taken by BDSA.

Lothair Teeter, Assistant Secretary for Domestic Affairs, presided at the meeting. He assured food industry representatives that their recommendations would receive careful study by the officials of the Department and that a program would be mapped for doing everything that could be done to accomplish desired objectives.

Among those attending the conference were John Holmes, Swift and Co., Chicago; Austin S. Igleheart, General Foods Corp., New York; Frederick R. Weisman, Hunt Foods, Inc., Fullerton, Calif.; Paul S. Willis, Grocery Manufacturers of America, New York; Oliver Willits, Campbell Soup Co., Camden, N. J.; and Carlos Campbell, National Canners Association.

## PUBLICITY

### American Home Magazine

In the January issue of *American Home* magazine, Catherine Niessly, food editor, has an article entitled "Take a Can of Tomatoes."

The four recipes given are shown in color on the first page of the article. Written in file card size and outlined for cutting out, the recipes are easy to clip and save.

Along with tomatoes, canned green beans, corn, and tuna are used in the recipes.

### Everywoman's Magazine

In 75 super markets around the country, well over a million home-makers will buy a copy of *Everywoman's* magazine in January. The cover picture on the January issue is a colorful display of canned fruits. The front cover banner line "30 Unusual Recipes By Combining Different Canned Foods" heralds the excellent section of canned foods articles by Prudence Dorn, food editor.

The introductory page to the articles carries the title "January Bargains From a Can of Meat, A Can of Vegetables, A Can of Soup, A Can of Fish, A Can of Fruit."

Each of the articles begins with a handsome full-page color photograph. There follows an interesting introduction about the use of the food, and pages of recipes, with the cost of preparation.

"Clean Cut Can Opener" by Jane C. Sayre, editorial assistant, is another interesting article. It is one column of pictures, showing four types of can openers. The captions tell interesting bits about each of the can openers.

### Successful Farming Magazine

Seven recipes using canned soups are featured in the article "Made With Soup" in the February issue of *Successful Farming* magazine.

The article begins: "There's more to a can of soup than meets the eye. Of course you enjoy the convenience of heating and serving it year round. But it's equally good and convenient as a flavor ingredient for many main dishes and casseroles."

The following canned soups are used: cream of mushroom, cream of tomato, and cream of chicken. Canned tuna, lima beans, pimientos, and peas also are used in the recipes.

## Forthcoming Meetings

February 8-9—Tri-State Packers Association, Inc., and New Jersey State Agricultural Experiment Station, Canners and Fieldmen's School, Rutgers University

February 9-10—New York State Canners and Packers Association, Inc., 39th Annual Raw Products Conference, Jordan Hall, Geneva

February 10-11—Wisconsin Canners Raw Products Conference, Babcock Hall, University of Wisconsin, Madison

February 15-16—Ohio Canners Association and Ohio State Agricultural Experiment Station, Canners and Fieldmen's Short Course, Ohio State University, Columbus

February 16-19—Pennsylvania Canners Workshop, Yorktowne Hotel, York

February 17—Iowa-Nebraska Canners Association, Spring Meeting, Sheldon-Munn Hotel, Ames

February 18-19—Iowa-Nebraska Canners Association and Iowa State Agricultural Experiment Station, Canners and Fieldmen's Short Course, Iowa State College, Ames

February 18-19—Ozark Canners Association, 46th Annual Convention, Colonial Hotel, Springfield, Mo.

February 26-27—Virginia Canners Association, 48th Annual Convention, Hotel Roanoke, Roanoke

March 12-13—Utah Canners Association, 42nd Annual Convention, Hotel Utah, Salt Lake City

March 15-16—Canners League of California, 50th Annual Directors Conference, Santa Barbara Biltmore, Santa Barbara

March 23—Wisconsin Canning Technology Conference, Loraine Hotel, Madison

March 24—Wisconsin Canners Safety Institute, Loraine Hotel, Madison

April 21—Indiana Canners Association, Spring Meeting, Claypool Hotel, Indianapolis

May 11-12—Pennsylvania Canners Association, 3rd Annual Sales Clinic, Galen Hall Hotel, near Reading

May 16-19—U. S. Wholesale Grocers Association, Convention and Exposition, Kiel Auditorium, St. Louis, Mo.

## Minnesota Canners Course

Dr. H. L. Stier, Director of the N.C.A. Division of Statistics, spoke February 3 at the Minnesota Canners and Fieldmen's Short Course on "What the Canner Has To Sell."

Dr. Stier asserted that the advantages to farmers of producing canning crops too often are overlooked. He said that the farmer receives the largest single portion of the consumer's food dollar spent for canned foods, and that over the past 25 years the prices received by growers for canning crops have been closer to parity than prices received by producers of such important agricultural products as wheat, corn, soy beans, and milk.

Dr. Stier said that canners offer farmers a stable, convenient, and continuously-expanding market, and provide farmers valuable services.

## Food Standards and Pesticides

(Concluded from page 111)

House Committee on Interstate and Foreign Commerce, Representative A. L. Miller (Nebr.) and Senator George Aiken (Vt.), endorsing bills to provide for tolerances for residues of pesticide chemicals in or on raw agricultural commodities.

The status of pesticide legislation was discussed at the Convention by J. Harry Covington of Association Counsel. His address was reproduced in the Convention Issue of the INFORMATION LETTER, page 90.

Since the close of the Convention, Senator Aiken has introduced S. 2868, which is identical to H. R. 7125 introduced by Representative Miller and was the subject of Mr. Covington's discussion.

## Consumer Relations Program

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with representatives of the Can Manufacturers Institute, the American Can Company, and Continental Can Company. George Anderson and Don Calahan of DAY outlined the plans and methods Mr. Anderson had presented to the Board at Atlantic City. This was for the purpose of acquainting these other trade groups, which have canned foods advertising and promotion programs in being or under consideration, with the nature of the N.C.A. pro-

gram, thus to avoid duplication and generally to achieve coordination of the several efforts that will be underway concurrently in 1954.

As Mr. Anderson described it, the N.C.A. program will constitute an "umbrella" under which the several commodity and other promotions can move with extra effectiveness. It was felt that those programs involving paid advertising and stressing specific commodities supply elements not duplicated by the N.C.A. program, which covers canned foods as a whole and includes no advertising. It was agreed that each would strengthen the other.

The subcommittee also worked on the drafting of an immediate press release to the trade that would attempt to make clear the aims, purposes, and coverage of the Association program. They discussed also the details of methods, largely to be handled by Joseph B. Weix, for informing the N.C.A. membership at state meetings of the details of the program.

The DAY organization is already engaged in preparation of copy for releases to consumer publications and in the planning of contacts and special program events with food editors. DAY will confer with members of the N.C.A. staff at a meeting in Washington next week on coordination of current N.C.A. activities in the Home Economics, Statistics and Information Divisions with the new program.

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